WHAT IS CLAIMED IS:

1.   A method for managing content rich data residing on a removable memory apparatus that has been inserted into a handheld device, comprising:

searching for at least one content cookie having a counter that may be programmed into memory residing within the handheld device;

installing at least one content cookie, having a counter, from the removable memory apparatus onto the handheld device if no content cookie was found when searching for the at least one content cookie;

launching a content player;

presenting the content rich data within the handheld device via the content player; and

decrementing the counter of the at least one content cookie.

2.   The method of claim 1, wherein the content rich data is multimedia data.

3.   The method of claim 1, wherein the content rich data is at least one graphical image.

4.   The method of claim 1, wherein the content rich data is an audio file.

5.   The method of claim 1, wherein the handheld device has a display screen, and the method further comprises the step of displaying the content rich data on the screen.

6.   The method of claim 1, wherein the removable memory apparatus is a memory stick.

7.   The method of claim 1, wherein the removable memory apparatus is a solid state memory apparatus.

8.   The method of claim 1, wherein the removable memory apparatus is a micro-mechanical drive.

9.   The method of claim 1, wherein if the counter of the at least one content cookie has reached a maximum value, then the method further comprising removing the content rich data from the handheld device.

10.   The method of claim 1, wherein if the counter of the at least one content cookie has reached a maximum value, then the method further comprising removing the content rich data from the removable memory apparatus.

11.   A computer program product that includes a computer-usable medium having a sequence of instructions which, when executed by a processor, causes said processor to execute a process for displaying content rich data residing on a removable memory apparatus within a handheld device soon after the device is inserted into the handheld device, said process comprising:

        searching for at least one content cookie having a counter that may be programmed into memory residing within the handheld device;

        installing at least one content cookie, having a counter, on the handheld device if no content cookie was found when searching for the at least one content cookie;

        launching a content player;

presenting the content rich data within the handheld device via the content player; and

decrementing the counter of the at least one content cookie.

12.   The computer program product of claim 11, wherein the content rich data is multimedia data.

13.   The computer program product of claim 11, wherein the content rich data is at least one graphical image.

14.   The computer program product of claim 11, wherein the content rich data is an audio file.

15.   The computer program product of claim 11, wherein the handheld device has a display screen, and the method further comprises the step of displaying the content rich data on the screen.

16.   The computer program product of claim 11, wherein the removable memory apparatus is a memory stick.

17.   The computer program product of claim 11, wherein the removable memory apparatus is a solid state memory card.

18.   The computer program product of claim 11, wherein the removable memory apparatus is a micro-mechanical drive.

19.   The computer program product of claim 11, wherein if the counter of the at least one content cookie has reached a maximum value, then the method further comprising removing the content rich data from the handheld device.

20.   The computer program product of claim 11, wherein if the counter of the at least one content cookie has reached a maximum value, then the method further comprising removing the content rich data from the removable memory apparatus.